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"NEW SOCIAL HORIZONS OF THE FARM WOMAN"

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A radio talk by Miss Florence E. Ward, Regional Agent for the Eastern States, Extension Service, U. S. Department of Agriculture, delivered through Station WRC and 32 other stations associated with the National Broadcasting Company, November 9, 1929.

Will you come with me, on a magic carpet, for the briefest glimpse of what is happening today, as a result of extension work, in farm homes and communities?

First, we'll glance at the farm kitchen of Mrs. Cole, of Middlesex County, New Jersey. A prize-winning kitchen -- that's why there are so many women here to see it. There's a line of motors drawn up to the farm yard gate, banners flying. Mrs. Cole, the happy contest-winner, is pointing out the features of the transformed kitchen. She is telling how her husband helped her. He elevated the back-breaking sink, range and table. He put in this window, to replace a needless door. See how the morning sunshine floods the room? We'd like to stay longer -- but the magic carpet is moving gently in the wind. Here we are, in Iowa.

Is this a style show? It surely is! Here, in a community hall, 400 farm women, young, middle-aged and older, are viewing a style show -- the climax of the season's clothing project. Twelve well-dressed women, selected because their results are out-standing, appear in garments designed by their own hands. Each garment worn has been carefully worked out, as to becomingness, durability and general fitness. Color, line and texture are adapted to the personality of the wearer. See this renovated and re-modeled dress that looks like new? Notice the beautiful material in the one next to it. This dress cost no more than a ready-made cheaper looking garment. It represents discriminating taste and selection, and a few hours of skilled labor.

This street costume, with coat removed, is lovely for afternoon. The woman standing next has on a dress which may be transformed for evening wear by removing the sleeves.

Note the comfortably shod feet, and the perfect poise of the women, a result of learning how to wear their clothes, as well as how to make them.

Their modish felt hats were made at a cost of less than \$1.00. No wonder these women look happy. Theirs is the self-assurance which comes from being well and comfortably dressed.

Now we must sail away to Montana to the farm home of Mr. and Mrs. Ferguson. Here they are in the living room -- a mellowed, restful, and interesting rendezvous, for members of this farm family and their neighbors. Who would ever guess that this inviting room used to be commonplace, comfortless, and drab? The added window and broad fireplace, the commodious, re-upholstered chairs and couch, the drop light, the table, with books easily accessible on open shelves, all beckon

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"Come and rest, come and read, come and sing, come and laugh around the family hearth." This living room tells the story of a community demonstration in which Mr. Ferguson and his wife, the specialist from the college, and a committee from the community, all had a part. Admiring observers comment upon every detail of the transformed room. Neighbor John says to his wife Mary: "We could do this in our house."

In California we see a group of mothers with young children. What fine healthy youngsters they are! What bright eyes, sun-tanned bodies, straight legs and backs! A young woman is now taking these toddlers outdoors to play in the sunshine. They laugh at their play. Notice what white, strong, even teeth they have? No, it's not the California climate. These children have always had the food which supplies material good teeth are made of. All these youngsters are enrolled in a 15-year "Good Growth" project. This project has now been under way for five years in California, with 90 demonstrators in 9 countries. These children were enrolled in the project before birth, because their mothers knew that the child's first teeth are developed largely before the child is born.

What a splendid thing, for mothers to have the benefit of scientific knowledge in building strong teeth for boys and girls. It is hard to estimate what it will mean to these children in satisfaction as well as in money, to have well developed teeth built to give a life-time of service.

There are many, many other things I'd like to show you today -- things I'd like to tell you, too, about extension work, and how it makes the world a better place to live in. But the magic carpet is moving toward home-- and magic carpets never wait, even for extension workers!

